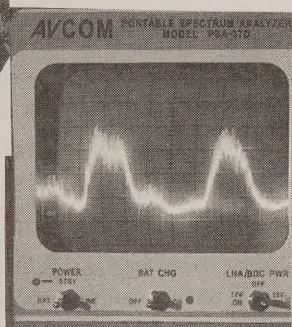
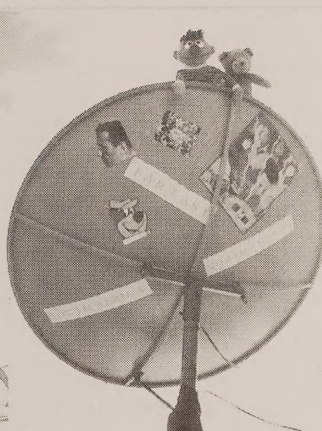
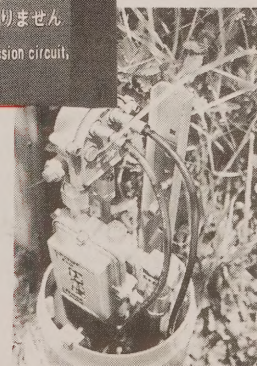


# South Pacific Region Satellite & Cable Show '97



これはNHKの  
素材伝送用回線です  
個人の視聴を  
目的としたものではありません。  
This is the NHK-TV transmission circuit,  
not for private viewing.



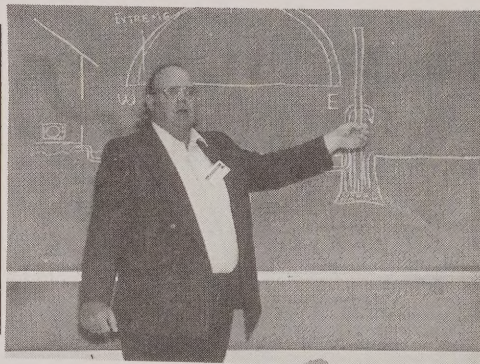
## SPACE Pacific

A trade association for satellite direct, cable and SMATV in the  
Asia-Pacific Region

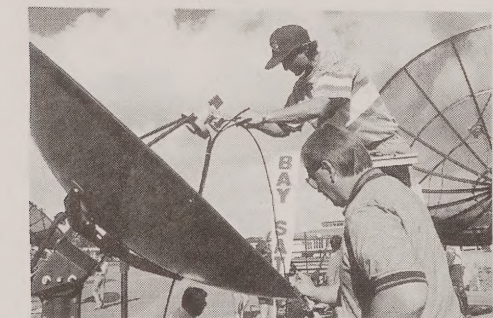


**YOU** are cordially invited to  
participate in the **ONLY**  
hands-on satellite and cable  
TV show to be held in the  
Pacific during 1997!

**WELCOME TO THE THIRD ANNUAL** South Pacific Region Satellite and Cable Show! SPRSCS is uniquely different. We believe attendees receive the best value for the time spent with us each year by placing them into an environment where they actually participate in the event rather than simply being observers. We do this by scheduling two separate, simultaneously operated, "lecture streams" during our two primary show days; Thursday and Friday January 23 and 24 this year. "Stream One" deals with the nuts and bolts - the applied technology - of satellite communications while "Stream Two" focuses upon the business applications.

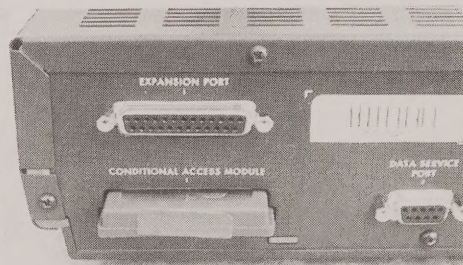


We admit this makes it more difficult for individuals attending to elect one "stream" over the other; that is why during 1997 we will be videotaping all sessions and making videotape copies available thirty days following the show to any attendee for a modest per-event tape charge.



For business applications, we urge you to do as many did in 1996: Send two personnel, one with a business planning discipline and one with a technical responsibility. In this way each receives maximum benefit in their own area of expertise and the company benefits by having both departments brought up to "state-of-the-art" as of January 1997.

SPRSCS has a well deserved reputation for being on the "cutting edge" of new technology and new business applications. We will not disappoint you in 1997. During 1996, attendees saw the first-ever AsiaSat 2 service received in the Pacific, were introduced for the first time to the European Bouquet free-to-air MPEG concept, and heard for the first time about PanAmSat MPEG plans. We promise you to do no less during 1997!





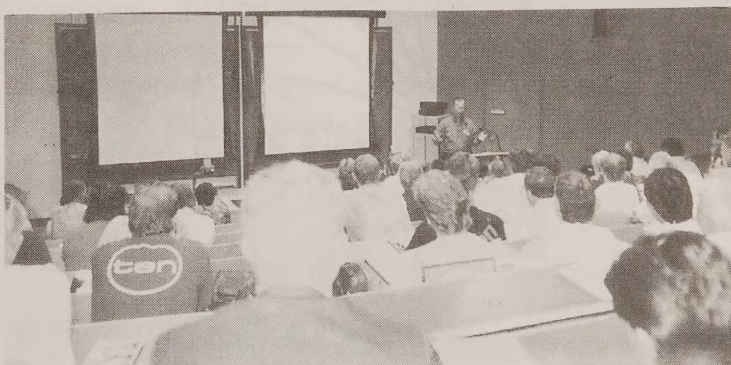
## THE SHOW

**SPRSCS '97** is all about imparting knowledge. We do this by seeking out on a world-wide basis the very best qualified lecturers and presenters in the satellite and cable/SMATV industries. The result is very simple: People who "need to know" attend because the "people who DO know" are the presenters.

**SPRSCS** is hosted by the only regional cable, DTH, SMATV and broadcast oriented trade association in the Asia-Pacific region: SPACE Pacific Ltd. The one common thread running through all presentations and topics scheduled is the reliance upon the satellite delivery system for all of these disciplines to work. For a magical five days intra-industry and inter-industry squabbles over "programming rights" and "technology accessibility" are forgotten as every attendee concentrates on the technology and the business disciplines that overwash everyone in attendance.

**Our approach** is "informal" but scheduled. We discourage business suits even by the presenters and nobody takes a second look when an attendee opens an expensive appearing brief case to reveal a full set of tools and test meters where one might have anticipated stacks of file folders and business cards. When we say "hands on" we mean just that!

**SPRSCS '97** is also a trade show that encourages equipment vendors to show off their very latest technology; even if only in prototype form. We back this up by supplying a several acre



"satellite antenna lot" where in 1997 we anticipate more than 30 operational satellite dishes from 60cm to 7.5 metres in diameter. We also invite attendees to arrive early, January 21 or 22 this year, to "help with the assembly" of the 1997 antenna lot. This is not merely a clever way of obtaining "free labour"; quite the contrary, this pre-SPRSCS annual event affords attendees a unique opportunity to observe, and assist with the construction and installation of satellite dish systems. This is a unique opportunity to "learn by doing" under the watchful guidance of world-class professionals who do precisely this for a living all year long.

**Within SPRSCS '97** there are two special "SPACE Certification Courses" on offer. On January 21 and 22, world famous author and satellite system pioneer Mark Long (MLE, Inc.: Thailand and Florida [USA]) will teach a two day "SPACE INSTALLER Certificate Course." There is no better opportunity to move from "amateur" to professional. And on Saturday January 25, a special one-day course designed to turn terrestrial aerial riggers into Ku-band DTH satellite system installers in preparation for the April 1997 launch of the SKY (NZ) Ku-band satellite direct 10 channel MPEG-2 service.



# THE VENUE

**FOR THE SECOND YEAR** SPRSCS '97 is being held at the extremely suitable University of Auckland Tamaki Campus. On a scale of "10", this venue rates an "11" for our unusual purpose because it has all but been custom designed to suit our needs.

**FIRST** there are the lecture theatres; extremely well designed with movie-theatre style seating to ensure that every attendee has an unobstructed view of the presentations. And superbly comfortable seating with plenty of leg room! Plus - a state-of-the-art audio-visual presentation system.

**SECOND** is the hard surfaced multiple-acre antenna lot immediately in front of the trio of lecture theatre buildings. Attendees are only metres away from the antenna lots at all times and you pass through the lot between lecture theatre buildings. This allows SPRSCS to conduct "outdoor lectures" within the antenna site to transform two-dimensional antenna system presentations into three-dimensional "hands-on" classes.



**THIRD** is the exhibit hall system which in 1997 allows for the first time individual business firms displaying goods to have their very own display rooms (there are larger rooms which will hold many separate firms on display as well).

**FOURTH** is the proximity to the University of Auckland "Near Space Learning Laboratory"; one of the best examples of how an institution of higher learning has established a satellite connection to bring into the university system the latest satellite-direct reception from hundreds of world sources (expanded this year with new antennas and digital processing systems). Yes, you may tour this innovative educational facility while attending SPRSCS '97.

**FIFTH** is our attention to immersing you in a total "learning experience." We do this by offering you the opportunity to view cutting edge videotape reports and technical presentations in a special lecture theatre at the University site. And, by scheduling in- (BarryCourt) hotel-room satellite and cable industry training and education sessions for the evening hours of January 22-23 and 24. Yes, you may bring your own VCR to tape these presentations.

**FINALLY**, during the 1997 session there will also be evening social events to allow you to meet and talk with fellow participants in our industry. The days (and nights) are always long and at the same time never long enough at the annual South Pacific Region Satellite & Cable Show!



# SPACE INSTALLER CERTIFICATION COURSE

**MEET MARK LONG;** the world's best known and best selling author and researcher in the field of satellite communications. In 1985 Mark created "*The World Satellite Almanac*" and every reference book in the field of satellite development from that date to the present time has begun with Mark's innovative "Almanac" as a foundation.

Mark Long's SPRSCS '96 lectures were so well received (no surprise here: Mark wows attendees at trade shows all over the world every month) that SPACE was encouraged to sit down and create with Mark a special home-study course that allows new entrants into the field of satellite communications the opportunity to learn from the master. And, work towards

earning a "*Certificate of Completion*" as proof of their commitment to becoming competent professionals in the world of satellite receive system installations. This home study course is offered to SPRSCS '97 attendees during two very intensive days of pre-'97 schooling: January 21 and 22.



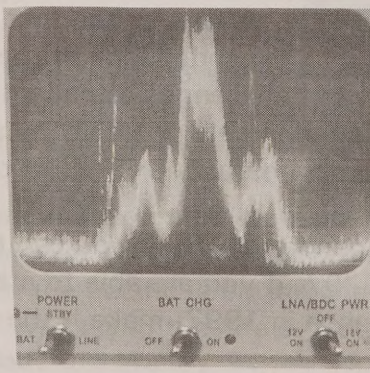
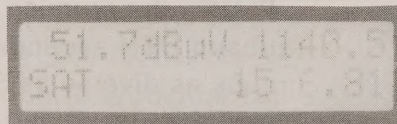
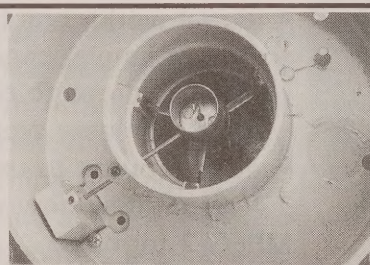
**HERE IS** what you do and how you benefit:

1) You show up ready to learn at 9AM on Tuesday January 21.

2) **YOU** will be supplied with course text, study materials, and a course training videotape.

3) **YOU** will attend classes from 9AM to 12noon and 1.30pm to 5pm January 21 and 22.

4) **YOU** will be tested and your test scores graded. IF you have special problems with any aspect of the course, personal tutoring



will be arranged by Long.

5) **THOSE** who complete the course successfully will be awarded with Certificates of Completion during a special ceremony on Friday January 24.

Those who require additional assistance (tutoring) will go home to complete the course via correspondence at the end of the 1997 show.

**BEST OF ALL** - this special in-person course is priced the same as the regular correspondence course!



# THE EMPHASIS

**DIGITAL:** In all of its forms and formats.

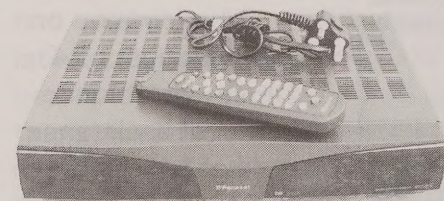
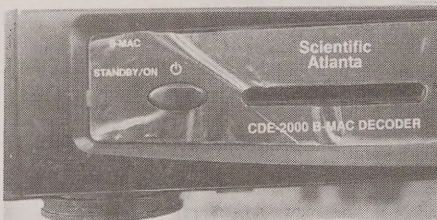
**FORGET** all of the things that have not worked, do not work, and may not work in the future. This is all about the hardware and software that does work, and will work.

**MPEG-2 IRDs** - the facts and the fallacies.

Real-time demonstrations of programming of IRD units, "Secret Squirrel" menus and even the never-never land of "reprogramming IRDs to do things their manufacturers never intended for you to do!"

**AND** - Internet via satellite. Direct delivery to your satellite terminal(s) of medium high speed real-time (one-way) access to the world of Internet using the latest software routines, the latest surfing programmes, and the very latest "decoder" hardware. Anyone "in view" of AsiaSat 2 can have unlimited, FREE access to Internet and SPRSCS '97 will show you how in our typical hands-on fashion.

**PLUS** - the nitty-gritty details of programme acquisition, the best ways to deal with and cope with the selfish planning of groups such as STAR TV who



only want you to access their services if you happen to live in one of their target countries. And real-world, practical discussions of the copyright jungle, conditional access routines we will all be forced to cope with during 1997.

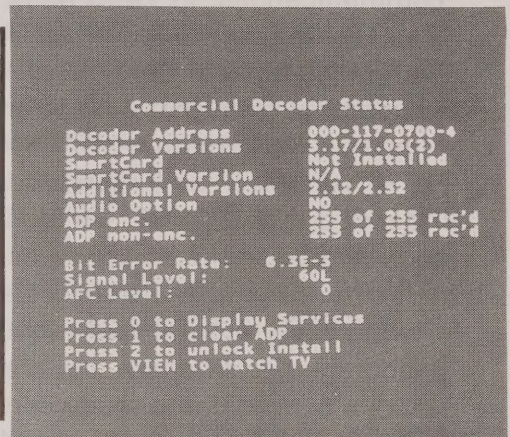
**AND** - the new world of S-Band in the Pacific, brought to us by Indovision and STAR TV; an entirely new world of feeds, LNBs and MPEG-2 formats.

**PLUS** - the promise (and the threat) of new Ku-band DTH services promised in 1997 by groups as diverse as SKY Networks NZ and DirecTV in Japan and India.

**AND** - for the first time at SPRSCS - an expanded look at the opportunities and challenges attendant to bringing on the air new

VHF/UHF television stations fed largely or totally by satellite services. This is an expansion of our always complete study and report on the "status of cable TV" in our region of the world.

**IF IT IS** on the "world" agenda for 1997, you can be certain it will appear first at and during SPRSCS '97. If you are able to attend only one world satellite technology conference in 1997, make it the South Pacific Region Satellite and Cable Show.





# THE CABLE/SMATV CHALLENGE

*"Sue the bastards!"*

During the 1996 SPRSCS NBC Asia's Peter Knight, newly appointed to sell the NBC and CNBC services to cable affiliates throughout the Pacific and Asia, appeared to make his first trade show presentation. Now, less than 9 months later there is talk of bringing lawsuits against NBC for alleged failure to deliver on promised services (\*).

**THE WORLD** of cable and SMATV development in the Pacific is in a terrible mess. Programmers seem unable to cope with signal carriage applications, large would-be cable TV operators such as Foxtel, Optus, Telecom NZ and Saturn seem hell-bent of placing fibre optic and/or coaxial cable along side of every home in their respective service areas - often without regard to how they will or can programme these systems.

**OUTSIDE** of the major population centres, would-be cable operators are told *"We don't affiliate with smaller cable systems"* by programmers who less than a year ago were begging any and all cable operators to carry their services.

**SO** what has happened and will it get any better during 1997?

**WHAT** about the promise of 18 channels of cable-specialty programming delivered directly to cable headends from North America and Europe via Intelsat? Is it real? Can you build a new cable system based upon this programming package alone? Can you utilise this programming as a foundation for SMATV systems to serve motels and hotels?

**IS GALAXY** dead or just hobbled by its internal management problems? Is SKY Networks NZ Ku-direct a threat or a boon to would-be cable operators in New Zealand?

These and many even more complex questions will determine the future of cable and SMATV in the Pacific during the remainder of this decade - and century. In 1996 we had the "promise" of significant new cable programming. In 1997, we have even more programming on satellite than we had optimistically forecast in 1996 - but increasingly that programming is being "tied up" in private agreements executed by major players such as Foxtel and Telecom NZ to the exclusion of other system operators.

**THE FUTURE** of cable in the Pacific is on the line in 1997: We'll find out why, and determine how we play in the "new game" during SPRSCS '97.

\*/ See SatFACTS Monthly, October 15 1997 (p. 1).





# SPACE Ku-Direct CERTIFICATE COURSE

SKY Networks (NZ) Ltd. has announced a schedule to bring ten channels of MPEG-2 Ku-band direct to home service to residents of New Zealand as early as April 1997. A similar programme operating under the Galaxy brand name in Australia began service in October 1995.

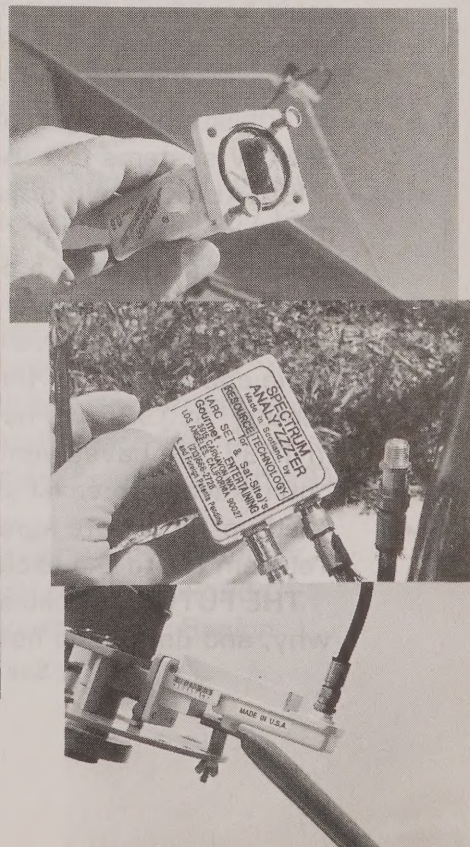
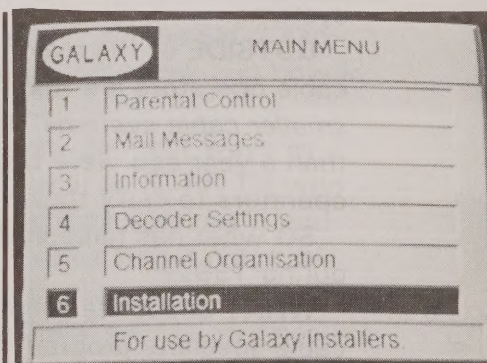
**ONE OF** the major failures by Galaxy was to select equipment which had never previously been adequately field tested and to hand this unproven equipment to VHF and UHF "aerial riggers" and terrestrial TV installers without providing suitable amounts of basic training.

**THIS SORT** of careless service launch creates a very bad name for satellite TV in the minds of the public. As an industry, we cannot risk a repeat of the Galaxy situation in New Zealand. SKY has an obligation to their stock holders to make the new Ku-band direct service function at a profit. WE have an obligation to the public to ensure that those who will be selling and installing SKY Ku-direct systems don't fall into the same traps that beset Galaxy's Australian Ku launch.

**SPACE** is offering on Saturday January 25th a one-day "Cram Course In Ku Basics" specifically for personnel and firms who contemplate being a part of the SKY Ku-direct service package. This course is not in any way sanctioned nor approved by SKY. That's a plus for attendees because you will learn aspects of Ku system installation that SKY might not choose to teach you. Such as? Well, SKY will be encouraging you to sell systems that will be reception-compatible with **ONLY** their transmissions. We believe your customers deserve to at least have the option of selecting a system that is capable of receiving programming that originates someplace other than a SKY studio in Auckland!

**PERHAPS** a slightly larger antenna, or the addition of a motorised system to the basic "SKY" dish system will double or triple their viewing choices. You can be certain SKY will NOT be teaching you these finer points.

**THIS** is a one-day seminar. However, anyone who signs-up for the full January 23-25 period may attend without surcharge (see page 9).





# SPRSCS '97 REGISTRATION FORM

## SPACE MEMBERS ONLY

YOUR NAME \_\_\_\_\_  
Company Name (if corporate/business member ONLY) \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
Town/City \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
(We write here: \_\_\_\_\_)

### -LODGING INFORMATION-

The "official" host hotel, where in-room training videos will be available January 23 and 24, is the Barrycourt Best Western Motor Inn (10-20 Gladstone Road, Parnell, Auckland). The Barrycourt now has a functional SMATV system with 20+ channels and after hour events will be held here as well. A daily ground (bus) transport service will operate to and from the site of SPRSCS '97. To make your reservations, contact the Barrycourt directly; telephone 64-9-303-3789 or fax 64-9-377-3309. You **MUST** specify you will be attending SPRSCS '97 during the period January 21-25 to obtain a reservation **AND** that you **ARE** a member of **SPACE** (YES - The Barrycourt was sold out early for the 1996 show).

### COMPLETE ONLY IF YOU WILL ATTEND THE MARK LONG CERTIFICATE COURSE

- ☐ I WISH TO ENROL for the Mark Long SPACE Satellite Technology Course to be held January 21, 22 during SPRSCS '97.
- ☐ My cheque for US\$197/Aus\$300/NZ\$325 to SPACE Pacific is enclosed. I agree to pay the remainder equal amount before or on January 21.
- ☐ Charge my VISA card US\$197/Aus\$300/NZ\$325 at this time, charge the second half instalment on January 20 (VISA card information to be completed below).

### COMPLETE TO ATTEND SPRSCS '97

- ☐ I am an "Individual Member" of SPACE; payment for NZ\$150 here (see below)
- ☐ I am an "Installer/Dealer, Retransmission, Importer/Manufacturer/Programmer" member of SPACE; payment for NZ\$195 here (see below)

### DATES YOU PLAN TO ATTEND AND TRANSPORTATION NEEDS

I plan to attend January (circle) **21 22 23 24 25**. I (circle) **will will not** require Barrycourt to SPRSCS '97 at the University of Auckland ground transportation.

### HOW TO PAY FOR REGISTRATION - CERTIFICATE COURSE

If you are attending Certificate Course AND SPRSCS '97, determine your total amount by adding together course plus registration fee. If for registration of SPRSCS '97 only, payment will be for the amount determined by your membership category. Pay by cheque (SPACE Pacific Ltd) or by VISA (completing the following):

VISA Number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ expires \_\_\_\_\_

Name as appears on VISA card: \_\_\_\_\_

Return to: SPACE Pacific Ltd, PO Box 30, Mangonui, Far North, NZ (fax 64-9-406-1083)



## SPRSCS '97 REGISTRATION FORM

### NON-SPACE MEMBERS ONLY

YOUR NAME \_\_\_\_\_  
Company Name (if applicable) \_\_\_\_\_  
Mailing address \_\_\_\_\_  
Town/City \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
(We write here \_\_\_\_\_)

#### NAMES OF ADDITIONAL INDIVIDUALS WHO WILL BE ATTENDING

- 2) \_\_\_\_\_  
3) \_\_\_\_\_  
4) \_\_\_\_\_  
5) \_\_\_\_\_

#### **COMPLETE ONLY IF YOU WILL ATTEND THE MARK LONG COURSE**

- ☐ I WISH TO ENROL for the Mark Long SPACE Satellite Technology Course to be held January 21, 22 during SPRSCS '97.  
☐ My cheque for US\$197/Aus\$300/NZ\$325 to SPACE Pacific is enclosed. I agree to pay the remainder equal amount before or on January 21.  
☐ Charge my VISA card US\$197/Aus\$300/NZ\$325 at this time, charge the second half instalment on January 20 (VISA card information to be completed below).

#### **COMPLETE TO ATTEND SPRSCS '97**

- ☐ ENTER my registration per the named individual(s) above at the rate of NZ\$225 per individual; payment as indicated below.

#### **COMPLETE IF YOU WILL ONLY ATTEND THE Ku-Band COURSE JANUARY 25**

- ☐ SIGN ME UP for the One-Day Ku-SKY-Direct Course Saturday January 25th at the rate of NZ\$75 per individual; payment as indicated below.

#### **DATES YOU PLAN TO ATTEND**

I/We plan to attend January (circle) 21 22 23 24 25

#### **HOW TO PAY FOR REGISTRATION - CERTIFICATION COURSE(s)**

If you are attending Mark Long Course AND SPRSCS '97, determine your total amount by adding together course plus registration fee. If you are taking Saturday Ku-SKY-DIRECT course only, or are registering for SPRSCS '97 ONLY, fee will be for one item. Pay by cheque (SPACE Pacific, Ltd) or by VISA (completing the following):

VISA Number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ expires \_\_\_\_\_  
Name as appears on VISA card: \_\_\_\_\_

Return to: SPACE Pacific Ltd., PO Box 330, Mangonui, Far North, NZ (fax 64-9-406-1083)



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## SCHEDULE OF EVENTS:

✓ Mark Long Tutored SPACE Technology Course

✓ SPACE One-Day Ku-SKY-Direct Course

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### MARK LONG SPACE CERTIFICATE COURSE

The SPACE Pacific Satellite TV Technology Certification Course is normally conducted on a "correspondence" basis; you are at home and tutor Mark Long administers your progress from his office in Thailand. During SPRSCS '97 you may take the course in a lecture-theatre environment with Mark Long as your teacher. The course is identical to that taken by correspondence in content; you benefit by the live interaction classroom style teaching which includes the opportunity to ask questions and discuss points that are not clear to you. The Mark Long Course dates are January 21 (9AM to 5PM) and 22nd (same hours). This precedes the formal start of SPRSCS '97 on January 23rd.

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#### A Partial View of The Course Structure

**Tuesday January 21: 9AM/ The Space Segment:** Orbits and Orbital

Assignments: Frequencies: Satellite Frequency Bands S/C/Ku/Ka: FSS v. BSS

Satellite Frequency Assignments: Satellite Transponders: Satellite Polarisation

Formats: Satellite Communication Subsystems: and Interpreting Satellite

Coverage Maps. 1:30PM/ The Earth Segment: Antennas and Feedhorns: LNBs; Receivers and IRDs.

**Wednesday January 22: 9AM/ Video and Audio Processing:** Video Standards - NTSC, PAL and Secam: HDTV: Video Encryption: Digital Video Compression: Digitising Video: MPEG and MPEG DVB: MPEG Compression Techniques: MPEG Data Rates; and, Transmitting MPEG Via Satellite. 1.30PM/ Installing Satellite Receiving Systems: Antenna And Feedhorn Alignment: Installing Digital Receiving Systems

#### COURSE REGISTRANTS RECEIVE-

✓ 212 page textbook ("The Satellite TVRO Handbook") ✓ 50 pages of supplemental course materials ✓ Newly designed Universal Satellite Azimuth/Elevation Chart ✓ Course Reading and Problem Assignments ✓ Exams and exam grading ✓ One hour course video training tape ✓ Certificate of course completion after successful navigation of the course (awarded in ceremony)

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### SPACE Ku-SKY-Direct ONE DAY COURSE

With SKY Networks launching MPEG DVB direct to home service on Ku-band on a phased schedule between April and June (1997), retailers and antenna installers throughout New Zealand must prepare for an entirely new level of technology: Home Satellite Dish Systems. This one day course concentrates on the elements of a Ku-direct home dish system and provides hands on guidance as to how systems go together, addresses the trade offs between antenna size (gain) and system performance, and looks inside the MPEG-2 IRD (integrated receiver decoder) to help you better understand the challenge. PLUS - you will learn how consumer option changes in system design can double or triple the number of channels available. Those attending SPRSCS '97 as full registrants are automatically entitled to attend this course without surcharge. For others attending only on Saturday January 25: NZ\$75.



# SPRSCS '97 SCHEDULE

## PLENARY SESSIONS

SPACE members attending SPRSCS are "delegates" to their trade association's annual conference. Non-SPACE members are "guests." Not all sessions are open to "guests" and those in this category are indicated.

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### JANUARY 21 & 22

**January 21:** Day one of Mark Long SPACE Course. Antenna set-up by exhibitors; outdoor antenna lot training sessions by suppliers (announcement in SatFACTS).

**January 22:** Day two of Mark Long SPACE Course. Antenna set-up by exhibitors; outdoor antenna lot training sessions by suppliers (announcement in SatFACTS).

1PM to 5PM in lecture theatre: Videotape presentations from Society of Cable Television Engineers dealing with SMATV/cable TV installation procedures.

2PM to 4PM in lecture theatre: SPACE Members (only) Programme Access Report and discussion.

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### THURSDAY JANUARY 23

10AM: Official opening of SPRSCS '97 (Sessions 10AM to 4PM).

**During Day One:** Technology Conference Stream/ Facts and Foibles of MPEG-2 DVB Compliant; Surfing the D9223 Menus; Interoperability of Today's MPEG-2 Receivers; S-Band and Indostar: How It Differs from C-band; Troublesome Installation Problems With MPEG-2 Systems.

Business Management Conference Stream/ The Expanding Pacific Region Satellite Universe; Protecting Your Business From Defective First Generation Products; The OPTUS Conversion to MPEG-2; SKY Network Ku-Direct: Friend or Foe?

At Barrycourt through SMATV System to rooms: The Satellite Interface

Exhibit Halls/Hours: 12N-2PM, 4PM-7PM

Evening Social: 7PM 'til at Barrycourt

UPDATES: See SatFACTS Monthly December 1996

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### FRIDAY JANUARY 24

(Sessions 10AM to 5PM)

**During Day Two:** Technology Conference Stream/ Splitting the Cable Spectrum into Revenue Tiers; Low-Cost Build-It-Yourself Spectrum Analyser; Planning For SKY Ku-Direct SMATV Headends; Adding Satellite Channels to Existing MATV Systems; Internet Decoders for Direct Satellite Connection.

Business Management Conference Stream/ Can Small Cable Compete With Big Cable?; Identifying and Selling Ethnic Programming Groups; Surfing The Internet Via Satellite; Will Ku-Direct Replace C-Band Direct?

At Barrycourt through SMATV System to rooms: The Cable Interface

Exhibit Halls/Hours: 12N-2PM, 4PM-8PM

UPDATES: See SatFACTS Monthly December 1996.

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### SATURDAY JANUARY 25

10AM-12N, 2PM-4PM: Ku-SKY-Direct Installer course

10AM-4PM: Exhibit Halls open, Open Public Day

2PM SPACE Members (Only): 1997 Policy Discussion

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